A8600-8.44U 12/87

SUNDAY/WEEKEND EDITIONS '87

Taking Stock Of A Changing Medium

Newspaper Advertising Bureau, Inc.
1180 Avenue of the Americas
New York, New York 10036
212 921-5080

SUNDAY/WEEKEND EDITIONS '87

Taking Stock of a Changing Medium

October 1987

© Newspaper Advertising Bureau

CONTENTS

	Page
LIST OF TABLES	v
INTRODUCTION	vii
FINDINGS:	
Sections in Sunday and Weekend Newspapers	1
Magazine Supplements and Comic Sections	7
Editorial Content of Sunday/weekend Newspapers	10
How Do Standing Features in Sunday and Weekday Editions Compare?	15
Zoning	19
ROP Color	21
Home Delivery of Sunday/weekend Editions	23

LIST OF TABLES

Page

1. Number of Physically Separate Sections in Sunday/weekend Editions
   a. by Total Newspapers and Circulation..... 3
   b. by Circulation Size Groups..... 4

2. Sections Appearing Every Week in Sunday/weekend Editions
   a. by Total Newspapers and Circulation..... 5
   b. by Circulation Size Groups..... 6

3. Magazine Supplements in Sunday/weekend Editions..... 8

4. Number of Individual Comic Features in Sunday/weekend Editions..... 9

5. Percentage of Sunday/weekend Editions Carrying Listed Standing Features or Columns Every Week
   a. by Total Newspapers and Circulation..... 11-12
   b. by Circulation Size Groups..... 13-14

6. Comparative Incidence of Listed Standing Features or Columns in Weekday vs. Sunday/weekend Editions (Newspapers with 100,000+ Circulation)..... 17-18

7. Zoning of Sunday/weekend Editions..... 20

8. Percent of Newspapers Offering ROP Color in Sunday/weekend Editions
   a. by Total Newspapers and Circulation..... 21
   b. by Circulation Size Groups..... 22

9. Percent of Current Sunday/weekend Circulation Home Delivered..... 24

INTRODUCTION

This report is based on the Newspaper Advertising Bureau's 1987 Newspaper Inventory. The inventory is a mail survey of every daily and Sunday/weekend newspaper in the United States and Canada. This year's study is an expanded update of earlier surveys conducted in 1967, 1974, 1979 and 1983. (The 1967 and 1974 surveys covered weekday editions only.)

The inventory is used to prepare a computerized list of newspapers carrying specific standing features for advertisers and agencies who wish to position advertising near particular kinds of feature content. The 1987 survey of Sunday editions includes data on fifty-eight kinds of standing features as well as comics, magazine supplements and fifteen types of sections. It also contains information on home delivery, zoning and other related subjects.

Summary tables in the report refer only to Sunday/weekend editions published in the United States and are based on completed questionnaires from 522 newspapers, representing 65% of Sunday/weekend editions published (87% of circulation). The results have been weighted to reflect national distribution patterns, based on the following relationships:

Circulation Group:	Sample	Total U.S. Sunday/weekend: Newspapers	Circulation
100,000 & over	23%	16%	69%
50,000 - 99,999	15	14	13
25,000 - 49,999	23	20	10
10,000 - 24,999	23	28	6
Under 10,000	16	22	2
Base: Newspapers responding = 100%	(522)	(799)	(58,825,991)

The study was directed by Charles Lehman of NAB's Research Department, and the report was updated by Dorothy Shea.

A computerized list of the Sunday/weekend editions carrying a particular section or feature is available on request. For information, telephone Dorothy Shea at (212) 704-4557.

FINDINGS

Sections in Sunday and Weekend Newspapers

Sectionalization is a basic fact of life among Sunday and weekend editions. The average number of physically separate sections ranges from three, in the smallest circulation size group, to eleven in the largest. Overall, the average Sunday/weekend edition published in the United States has six physically separate sections (Tables 1a, 1b).

Because sections can be defined by content as well as form, newspapers responding to the survey were asked about fifteen types of "physically separate, labeled or otherwise identifiable" sections. As Table 2a shows, nine of these are carried by more than half of all Sunday/weekend editions responding to the survey: main news (93%); second or local news (58%); comics (86%); sports (90%); TV section or magazine (75%); lifestyle or women (76%); business, finance (67%); editorial or news analysis (67%); and entertainment (58%).

Large-circulation newspapers with large newsholes can usually devote more space to a wider variety of content than small-circulation newspapers can. More than eight out of ten Sunday editions with circulations of 100,000 and over (86%) have an entertainment section, as compared with only 39% of those having circulations under 10,000 (Table 2b). Travel sections are found in 82% of the newspapers in the largest circulation size group, but in only 12% of those in the smallest circulation size group.

Table 1a

Number of Physically Separate Sections in Sunday/weekend Editions

	Newspapers*	Weighted by Circulation**
One	3%	***
Two	10	1%
Three	10	2
Four	15	5
Five	11	4
Six-seven	21	15
Eight-nine	13	23
Ten-eleven	6	16
Twelve-thirteen	4	17
Fourteen & over	5	14
Not reported	3	4
	100%	100%
Average (mean) number of sections	six	nine

Question: On the average, how many physically separate sections does a Sunday or weekend edition of this newspaper have?

* Weighting based on distribution of 799 Sunday/weekend newspapers among five circulation size groups.

** Weighting based on distribution of 58,825,991 circulation among five circulation size groups.

***Less than 0.5%.

Table 1b

Number of Physically Separate Sections in Sunday/weekend Editions
(by Circulation)

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
One	-	-	-	2%	10%
Two	-	1%	-	6	36
Three	-	1	1%	13	25
Four	1%	5	21	26	12
Five	1	5	13	21	6
Six-seven	8	39	39	20	4
Eight-nine	24	29	19	5	2
Ten-eleven	20	8	7	2	-
Twelve-thirteen	24	3	-	-	-
Fourteen & over	18	5	1	1	4
Not reported	4	4	-	4	1
Average (mean) number of sections	eleven	seven	six	five	three
Base: Newspapers responding = 100%	(120)	(77)	(118)	(124)	(83)

Question: On the average, how many physically separate sections does a Sunday or weekend edition of this newspaper have?

Table 2a

Sections Appearing Every Week in Sunday/weekend Editions*

	Newspapers**	Weighted by Circulation***
Main news	93%	98%
Second or local news	58	75
Book review	26	46
Business, finance	67	86
Editorial or news analysis	67	81
Entertainment	58	78
Fashion	17	23
Food	16	17
Home	21	35
Lifestyle, women	76	84
Real estate (with editorial content)	34	56
Sports	90	98
TV section or magazine	75	88
Travel	36	70

Question: Which of the following regularly appear as physically separate, labeled or otherwise identifiable sections in Sunday editions?

* Magazine supplements and comics are treated separately; see pages 7-9.

** Weighting based on distribution of 799 Sunday/weekend newspapers among five circulation size groups.

***Weighting based on distribution of 58,825,991 circulation among five circulation size groups.

Table 2b

Sections Appearing Every Week in Sunday/weekend Editions
(by Circulation)

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Main news	97%	100%	99%	98%	75%
Second or local news	79	82	64	48	34
Book review	53	38	29	18	6
Business, finance	90	95	78	55	36
Editorial or news analysis	85	82	70	58	53
Entertainment	86	71	58	51	39
Fashion	26	22	16	11	14
Food	18	14	16	16	14
Home	41	30	22	14	11
Lifestyle, women	86	86	81	77	55
Real estate (with editorial content)	68	39	30	21	25
Sports	99	100	98	89	71
TV section or magazine	92	87	77	73	54
Travel	82	68	35	14	12
Base: Newspapers responding = 100%	(120)	(77)	(118)	(124)	(83)

Question: Which of the following regularly appear as physically separate, labeled or otherwise identifiable sections in Sunday editions?

Magazine Supplements and Comic Sections

About seven in ten (71%) of all Sunday/weekend editions published in the United States carry one or more magazine supplements. Staff-written supplements[1] are found in 19% of all Sunday/weekend editions, or about one third (35%) of all Sunday/weekend copies in circulation (Table 3).

Ten percent of all Sunday/weekend newspapers carry two magazine supplements, usually a syndicated supplement plus a staff-written magazine. Among Sunday newspapers with circulations of 100,000 or more, 25% have two supplements.[2]

More than nine out of ten Sunday/weekend editions (93%) include a comic section (94% of all Sunday/weekend copies in circulation). (See Table 4.) A typical Sunday/weekend comic section contains eleven to nineteen individual comic features, but 72% of the newspapers in the largest circulation size group carry twenty features or more.

---

[1] In Table 3, staff-written supplements are those identified as "Sunday" and "Other."

[2] These figures are not shown in Table 3, but may be derived by subtracting the net figure shown from the sum of the figures for USA Weekend, Parade, Sunday and "Other."

Table 3

Magazine Supplements in Sunday/weekend Editions

	Newspapers*	Weighted by Circulation**
Any magazine supplement (net)	71%	93%
Parade	35	56
USA Weekend	27	22
Sunday	4	8
Other	15	27
No magazine supplement	26	5
Not reported	3	2

(By Circulation)

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Any magazine supplement (net)	97%	97%	87%	66%	27%
Parade	63	53	42	29	5
USA Weekend	14	44	42	27	11
Sunday	10	4	3	3	4
Other	35	10	10	12	11
No magazine supplement	1	3	12	31	67
Not reported	2	-	1	3	6
Base: Newspapers responding = 100%	(120)	(77)	(118)	(124)	(83)

Question: Which of the following magazine supplements does the Sunday or weekend edition carry?

* Weighting based on distribution of 799 Sunday/weekend newspapers among five circulation size groups.

**Weighting based on distribution of 58,825,991 circulation among five circulation size groups.

Table 4

Number of Individual Comic Features in Sunday/weekend Editions

	Newspapers*	Weighted by Circulation**
Comic section (total)	95%	94%
10 features or less	11	2
11 to 19 features	48	29
20 to 29 features	30	46
30 features or more	6	17
No comic section	2	1
Not reported	3	6

(By Circulation)

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Comic section (total)	92%	97%	96%	96%	92%
10 features or less	-	-	4	15	29
11 to 19 features	21	39	49	64	51
20 to 29 features	48	49	42	15	11
30 features or more	23	9	1	2	1
No comic section	1	-	-	2	7
Not reported	7	3	4	2	1
Base: Newspapers responding = 100%	(120)	(77)	(118)	(124)	(83)

* Weighting based on distribution of 799 Sunday/weekend newspapers among five circulation size groups.

**Weighting based on distribution of 58,825,991 circulation among five circulation size groups.

Editorial Content of Sunday/weekend Newspapers

Although the mix of features varies from one publication to another, American newspapers offer their weekend readers great variety of content. Of 58 features asked about, ten are carried every week in at least seven out of ten Sunday/weekend editions. These are: comics (95%); crossword puzzles (94%); spectator sports (90%); astrology (86%); TV log (82%); participant sports (81%); business, financial (79%); weather map (73%); social news (71%) and Op Ed page (70%) (Table 5a).

With the exception of a very few topics like "farm and ranch" or "school news," most kinds of standing features are carried by a larger percentage of big-circulation than small-circulation newspapers (Table 5b). This is why the figures for Sunday/weekend copies in circulation look very different from the figures based on newspapers (Table 5a).

In all, eighteen of the listed standing features or columns are carried in at least seven out of ten copies in circulation: crossword puzzle (98%); spectator sports (96%); business, finance (95%); comics (94%); TV log (94%); weather map (94%); astrology (90%); Op Ed page (89%); travel and resort (84%); participant sports (83%); books (81%); personal advice (81%); TV reviews (77%); security and commodity quotations (75%); theater (74%); social news (73%); bridge (73%); and "people" (70%).

Table 5a

Percentage of Sunday/weekend Editions Carrying Listed Standing Features or Columns Every Week

	Newspapers*	Weighted by Circulation**
Advice on personal finance	43%	55%
Astrology	86	90
Automotive	19	31
Beauty	15	23
Best food buys	13	12
Books (reviews)	52	81
Bridge	61	73
Business, financial	79	95
Career advice	12	25
Child care	10	21
College	7	7
Computers, personal	12	22
Consumers, "Action Line"	15	27
Crossword puzzle	94	98
Diet, nutrition	17	26
Environment, ecology	7	12
Etiquette	20	44
Farm and ranch	20	19
Fashion, men	7	9
Fashion, women	20	31
Fashion, teenage	8	9
Gardening	27	50
Health and medical	36	47
Home building, repair	25	41
Home furnishings, decorating	19	34
Household hints	30	39
Movie reviews	42	64
Movie timetable	46	63
Music, record, tapes, CDs	33	57
Op Ed page	70	89
Outdoors: camping, fishing, etc.	44	67
"People"	48	70

Table 5a (continued)

Percentage of Sunday/weekend Editions Carrying Listed Standing Features or Columns Every Week

	Newspapers*	Weighted by Circulation**
Personal advice	67%	81%
Pets	17	26
Photography	12	22
Physical Fitness	9	12
Radio log	20	44
Real estate (other than ads)	37	64
Recipes	25	32
Religion	40	44
Restaurants	22	41
Retirement, senior citizens	16	23
School news (grade, high)	35	24
Science, technology	10	18
Security & commodity quotations	47	75
Sewing patterns	33	45
Social news	71	73
Sports (spectator)	90	96
Sports (participant)	81	83
Stamps, coins	19	40
TV reviews	56	77
TV log	82	94
Theater	45	74
Travel & resort	47	84
Video tape reviews	13	29
Weather map	73	94
Wine	6	14
Youth	12	14

Question: How often does your Sunday or weekend edition carry the the following standing features or columns?

* Weighting based on distribution of 799 Sunday/weekend newspapers among five circulation size groups.

**Weighting based on distribution of 58,825,991 circulation among five circulation size groups.

Table 5b

Percentage of Sunday/weekend Editions Carrying Listed Standing Features or Columns Every Week
(by Circulation)

	100,000 & Over	50,000- 99,999	25,000- 49,999	10,000- 24,999	Under 10,000
Advice on personal finance	59%	58%	42%	39%	25%
Astrology	91	91	92	84	78
Automotive	37	26	18	14	7
Beauty	27	17	12	10	13
Best food buys	12	9	13	15	16
Books (reviews)	92	71	60	36	22
Bridge	76	71	74	53	42
Business, financial	98	97	90	73	48
Career advice	33	16	5	6	10
Child care	26	12	8	6	2
College	8	5	4	7	11
Computers, personal	27	16	11	10	2
Consumers, "Action Line"	33	19	19	15	4
Crossword puzzle	99	100	98	91	88
Diet, nutrition	30	30	19	27	10
Environment, ecology	14	12	13	5	5
Etiquette	55	29	15	7	8
Farm and ranch	18	25	19	19	19
Fashion, men	10	5	5	7	7
Fashion, women	37	25	17	15	14
Fashion, teenage	9	6	8	6	8
Gardening	60	39	25	21	6
Health and medical	51	39	38	36	22
Home building, repair	46	39	29	15	8
Home furnishings, decorating	40	30	15	14	8
Household hints	43	34	27	27	23
Movie reviews	71	57	53	33	14
Movie timetable	69	55	53	39	28
Music, records, tapes, CDs	68	44	36	25	7
Op Ed page	93	94	84	62	37
Outdoors: camping, fishing, etc.	75	62	46	34	19
"People"	78	70	47	38	27

Table 5b (continued)

Percentage of Sunday/weekend Editions Carrying Listed Standing Features or Columns Every Week (by Circulation)

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Personal advice	87%	78%	64%	66%	47
Pets	30	17	16	17	8
Photography	25	19	12	7	6
Physical fitness	13	8	10	10	5
Radio log	55	29	14	8	11
Real estate (other than ads)	75	55	36	20	23
Recipes	36	23	22	22	25
Religion	45	44	50	32	34
Restaurants	50	22	22	17	7
Retirement, senior citizens	26	19	13	15	13
School news, (grade, high)	18	36	30	42	42
Science, technology	21	14	11	6	4
Security & commodity quotations	85	71	50	35	18
Sewing patterns	48	48	41	25	16
Social news	74	68	75	75	63
Sports (spectator)	97	97	94	90	76
Sports (participant)	82	91	84	78	76
Stamps, coins	49	30	17	10	4
TV reviews	85	68	63	48	33
TV log	97	91	85	77	70
Theater	85	60	50	33	16
Travel & resort	95	83	59	21	12
Videotape reviews	38	9	14	9	4
Weather map	99	91	92	67	34
Wine	18	6	4	2	2
Youth	14	13	15	11	10
Base: Newspapers Responding = 100%	(120)	(77)	(118)	(124)	(83)

Question: How often does your Sunday or weekend edition carry the following standing features or columns?

How Do Standing Features in Sunday and Weekday Editions Compare?

In order to compare the standing features in weekday and Sunday/weekend editions, a special analysis was made for large newspapers: those with circulations of 100,000 or more.[3] Not surprisingly, this comparison shows that Sunday/weekend editions carry more standing features on an every-issue basis than weekday editions do (Table 6). In a few cases, the difference is so extreme that it would be fairly accurate to describe certain kinds of content as "Sunday" newspaper features. For example, 95% of these big-circulation newspapers report that every Sunday/weekend edition carries a "travel and resort" feature, but only 4% report that such a feature appears in every weekday edition.

In the case of some features, however, this difference favoring Sunday over weekend editions may be more apparent than real, especially in the light of the increasing number of once-a-week special sections in weekday editions. For example, 36% of Sunday editions but only 3% of weekday editions carry "recipes" in every issue. However, 93% of big-circulation newspapers carry recipes in at least one of their five weekday editions.

---

[3]This circulation size group was used because the great majority of these Sunday/weekend editions are published by daily newspapers in the same category.

Both reading and advertising patterns are likely affected by the weekly "schedule" on which features appear. Readers with special interests such as "photography" or "gardening" may make more of an effort to read editions in which those features appear. Advertisers looking for a compatible editorial environment are likely to advertise in the same editions, because special-interest readers tend to be interested in ads as well as editorials.

Table 6

Comparative Incidence of Listed Standing Features or Columns in Weekday vs. Sunday/weekend Editions
(Newspapers with 100,000+ Circulation)

	Every Issue:	
	Weekday	Sunday
Advice on personal finance	19%	59%
Astrology	93	91
Automotive	6	37
Beauty	5	27
Best food buys	-	12
Books	10	92
Bridge	87	76
Business, financial	94	98
Career advice	2	32
Child care	6	26
College	2	7
Computers, personal	3	27
Consumers, "Action Line"	31	33
Crossword puzzle	97	99
Diet, nutrition	5	30
Environment, ecology	5	14
Etiquette	7	55
Farm and ranch	7	18
Fashion, men	1	10
Fashion, women	5	37
Fashion, teenage	2	9
Gardening	-	60
Health and medical	30	51
Home building, repair	-	46
Home furnishings, decorating	1	40
Household hints	19	42
Movie reviews	44	71
Movie timetable	64	69
Music, records, tapes, CDs	11	67
Op Ed page	88	93
Outdoors: camping, fishing, etc.	10	75
"People"	78	77

Table 6 (continued)

Comparative Incidence of Listed Standing Features
or Columns in Weekday vs. Sunday/weekend Editions
(Newspapers with 100,000+ Circulation)

	Every Issue:	
	Weekday	Sunday
Personal advice	88%	87%
Pets	3	30
Photography	-	25
Physical fitness	5	13
Radio log	43	55
Real estate (other than ads)	3	75
Recipes	3	36
Religion	1	45
Restaurants	5	50
Retirement, senior citizens	4	26
School news (grade, high)	17	18
Science, technology	9	21
Security & commodity quotations	86	85
Sewing patterns	30	48
Social news	38	74
Sports (spectator)	95	97
Sports (participant)	59	82
Stamps, coins	3	49
TV reviews	85	85
TV log	95	97
Theater	52	85
Travel & resort	4	95
Videotape reviews	3	37
Weather map	95	99
Wine	-	18
Youth	7	14

Zoning

In every circulation size group, zoning is somewhat less common among Sunday/weekend editions than for weekday editions. However, larger Sunday editions typically have wider distribution areas, and some are enhancing their appeal by providing special, zoned editorial content for different geographical segments in their area. Overall, 27% of Sunday/weekend editions report zoning (Table 7), as do 30% of weekday editions. Among news- papers of 100,000 circulation and more, 79% report zoning for weekday editions, as compared with 49% for Sunday/weekend editions.

Table 7

Zoning of Sunday/weekend Editions

	Newspapers*	Weighted By: Circulation **
Zoning:	27%	43%
For editorial content and advertising	18	35
For advertising only	9	8
No zoning	69	54
Not reported	4	3

(by Circulation)

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Zoning	49%	44%	26%	15%	14%
For editorial content and advertising	41	35	13	5	8
For advertising only	8	9	13	10	6
No zoning	48	53	69	78	84
Not reported	3	3	5	7	2
Base:	(120)	(77)	(118)	(124)	(83)

Question: To what extent are Sunday or weekend editions zoned?

* Weighting based on distribution of 799 Sunday/weekend newspapers among five circulation size groups.

**Weighting based on distribution of 58,825,991 circulation among five circulation size groups.

ROP Color

Nearly all of the Sunday/weekend editions (96%) report availability of ROP spot color (Table 8a). Slightly fewer (90%) offer full color. There is little variation in ROP color availability among newspapers of differing circulation size groups (Table 8b).

Table 8a

Percent of Newspapers Offering ROP Color in Sunday/weekend Editions

	Newspapers*	Weighted by Circulation**
ROP Spot Color		
Available	96%	96%
Not available	0	1
Not reported	4	3
ROP Full color		
Available	90%	92%
Not available	4	4
Not reported	6	3

Question: Is ROP color available to advertisers in your Sunday/weekend edition?

* Weighting based on distribution of 799 Sunday newspapers among five circulation size groups.

**Weighting based on distribution of 58,825,991 circulation among five circulation size groups.

Table 8b

Percent of Newspapers Offering ROP Color in Sunday/weekend Editions
(by Circulation)

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
ROP Spot Color					
Available	97%	92%	98%	95%	95%
Not available	1	-	-	2	-
Not reported	2	8	2	4	5
ROP Full Color					
Available	92	90	96	89	87
Not available	5	4	3	4	5
Not reported	3	6	2	7	8
Base: Newspapers responding = 100%	(120)	(77)	(118)	(124)	(83)

Home Delivery of Sunday/weekend Editions

About seven out of ten Sunday/weekend editions (73%) indicate that at least 70% of their total circulation is home delivered (Table 9). Overall, the median percentage is 83%. Within circulation size groups, the ratio of home delivered copies to total circulation generally appears to be similar for weekdays and Sundays.[4]

[4]This is consistent with a 1982 study conducted by Audits and Surveys, Inc., showing that among those adults who have any newspaper home delivered, 72% have both weekday and Sunday delivery. The remainder is split about evenly between those with weekday-only delivery (16%) and those with Sunday-only delivery (12%).

Table 9

Percent of Current Sunday/weekend Circulation Home Delivered

	Newspapers*	Weighted by Circulation**
Under 60%	7%	8%
60% to 69%	12	16
70% to 79%	17	25
80% to 89%	30	30
90% or more	26	11
Not reported	8	9
Median	83	78

(by Circulation)

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Under 60%	10%	4%	6%	5%	11%
60% to 69%	18	19	12	7	8
70% to 79%	30	12	17	18	12
80% to 89%	28	41	26	33	24
90% or more	5	14	32	32	35
Not reported	9	10	7	5	10
Median	76	82	85	85	86
Base: Newspapers responding = 100%	(120)	(77)	(118)	(124)	(83)

Question: Approximately what percentage of your current Sunday or weekend circulation is home delivered?

* Weighting based on distribution of 799 Sunday/weekend newspapers among five circulation size groups.

**Weighting based on distribution of 58,825,991 circulation among five circulation size groups.